Build the life behind the success.

Elite. Executive. Entrepreneur.

Private coaching for the whole person.

Mind. Body. Spirit.
Health. Wellness. Prosperity.

michaelshenher.com/coaching



A MORE COMPLETE APPROACH

Your ambitions and your wellbeing belong in the same conversation.

The person building the business is also the person living the life.

Work, physical habits, relationships and purpose share the same calendar. Coaching becomes more useful when it considers those connections.

We begin with the challenge that matters most to you, then examine what supports it and what keeps getting in the way.

What we work toward

A clearer direction

Define what success means in this chapter of your life.

Specific commitments

Connect reflection to decisions and practical action.

Sustainable habits

Build routines that fit your responsibilities and priorities.

The whole person. The whole picture.

01 ## Mind

Focus, beliefs, communication and the patterns shaping your decisions.

02 ## Body

Movement, yoga and physical routines that support everyday capacity.

03 ## Spirit

Purpose, values and awareness, guided by your beliefs and comfort level.

04 ## Health

Informed attention to food, sleep and lifestyle habits, alongside professional care.

05 ## Wellness

Recovery, relationships and boundaries that make your life more sustainable.

06 ## Prosperity

Business strategy, execution and the resources to create greater freedom and contribution.

Experience that goes beyond theory.

110

POUNDS LOST

15 years

MAINTAINING THAT WEIGHT LOSS

“I understand the distance between wanting change and maintaining it.”

Personal reinvention informs Michael’s approach to consistency, setbacks, identity and the daily choices that sustain change.

Michael’s personal experience. Individual outcomes vary.

Four decades. Many industries.
A practical understanding of business.

CIBC / Equifax / Business ownership / Public-company leadership

The perspective to examine a problem from more than one side.

Building value

Strategy and positioning

Sales and marketing

Growth and execution

Leading people

Leadership and culture

Communication

Operational responsibility

Managing complexity

Finance and credit

Risk and decision-making

Business transitions

Experience spans finance, insurance, real estate, eCommerce, hospitality, sustainable technologies and business development.

Training that broadens the conversation.

Hypnotherapy & NLP

Certified in hypnotherapy and trained as an NLP trainer. Tools for guided reflection and communication are discussed and agreed with you.

Yoga & physical practice

A Yoga Alliance certified 500-hour yoga teacher, bringing a practical perspective on movement, awareness and everyday discipline.

Coaching & personal development

An accredited life coach, author and educator whose work explores leadership, human potential and purposeful living.

Nutrition & supplement brands

Advanced nutrition knowledge informed by study and former Limitless Life brands, including Alpha1 for men and Spirit of Health for women.

YOUR STARTING POINT

Three pathways. A personal plan.

FOR EXECUTIVES & SENIOR LEADERS

Executive Leadership

A private thinking partner for consequential decisions and demanding roles.

Decision-making under pressure

Leadership, communication and delegation

Energy, boundaries and discipline

FOR FOUNDERS & OWNERS

Entrepreneur Growth

Bring the business and the person building it into the same conversation.

Strategy, marketing and execution

Founder focus and accountability

Growth, transition and exit readiness

FOR AMBITIOUS PEOPLE

Elite Personal Transformation

Give sustained attention to how you want to feel, live and show up.

Mindset and behavioural patterns

Movement and lifestyle routines

Purpose and personal standards

Clear intentions. Concrete commitments.

01	Take an honest inventory	Examine your challenge, responsibilities, routines and resources. Define the life and work you want to build.
02	Choose what matters now	Agree on a small number of priorities and useful measures. Be specific about what progress looks like.
03	Put the plan into practice	Connect insight to decisions, habits and actions between conversations.
04	Review, adjust and sustain	Address obstacles, refine your plan and develop your capacity to keep making progress independently.

PROGRESS THAT MATTERS TO YOU

Make the work tangible.

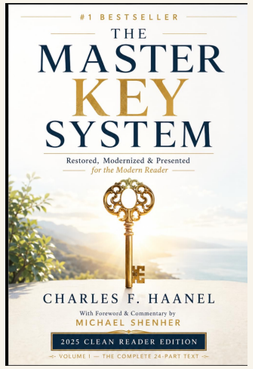
Your goals determine the measures.

Leadership	A difficult decision clarified. A conversation prepared. A delegation habit practised.
Business	A priority chosen. A growth plan translated into weekly actions. A transition approached deliberately.
Personal life	A movement routine maintained. A boundary respected. Time protected for what matters.

These are examples of coaching priorities, not promised outcomes.

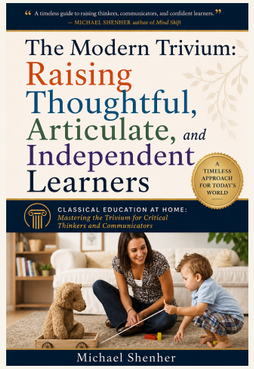
Keep developing between conversations.

Explore self-directed courses and books through Veritas Business Academy.



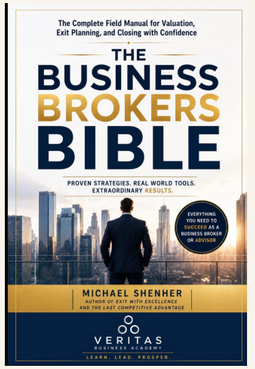
The Master Key

A 24-week course and companion resources on attention, thought and purposeful action.



The Modern Trivium

Reasoning, communication and the tools of independent thought.



The Business Broker's Bible

Professional education in valuation, exit planning and business sales.

Explore current courses and books →

Personal scope. Clear expectations.

Start with fit

Send a brief enquiry about the challenge you want to address. We discuss your priorities and whether this approach is right for you.

Agree the engagement

Format, cadence, scope and fees are agreed before you commit. Courses are purchased separately through the Store.

Make the approach your own

You choose the areas we work on. Spiritual exploration, hypnosis and NLP techniques are optional and discussed first.

Keep specialist care in place

Coaching supports education, reflection, habits and accountability. It does not replace medical care, psychotherapy, clinical nutrition or regulated financial advice.

What would you change if you gave it your full attention?

Start with the decision, ambition or pattern that keeps returning.

Tell Michael what you want to build, and what you want life to feel like while you build it.

mike@mdscapitalinc.com

michaelshenher.com/coaching

